



## DICE Announces Mirror's Edge Remix Album Hitting Airwaves This November

### Swedish Pop Star Lisa Miskovsky's "Still Alive" Remixed by Top DJs Including Benny Benassi, Paul van Dyk and Junkie XL

REDWOOD CITY, Calif., Oct 07, 2008 (BUSINESS WIRE) -- DICE, an Electronic Arts Inc. studio (NASDAQ:ERTS), today announced that a remix album for their highly anticipated title Mirror's Edge(TM) will be digitally released worldwide on November 11th in conjunction with the launch of the game. The album features the title track "Still Alive" performed by Swedish rock/pop star Lisa Miskovsky and remixes by some of today's hottest artists including Benny Benassi, Paul van Dyk, Junkie XL, Teddybears, and Armand Van Helden.

"A groundbreaking videogame demands an equally provocative theme song," said Steve Schnur, Worldwide Executive of Music and Marketing for EA. "We've taken an unprecedented approach to this track, bringing together several of the world's top remixers to create an album that will not only cross genres and borders, but also redefine how great new music can be delivered to the world."

Recorded exclusively for Mirror's Edge, "Still Alive" was written and produced by Rami Yacoub and Arnthor Birgisson who are best known for their chart-topping work with artists Pink, Britney Spears and Kelis. The song was performed by Lisa Miskovsky who earned international acclaim for her #1 self-titled debut album and #1 Platinum follow-up Fallwater. She also won Sweden's top music awards including Best New Artist, Best Female Artist and Artist of the Year.

"When given the opportunity to work with Lisa, Rami and Arnthor, who are all avid gamers, we knew we had something very special on our hands," added Magnus Walterstad, Audio Director at DICE. "With 'Still Alive,' we created a Mirror's Edge theme song that is able to stand on its own two feet as well as accurately representing the emotional experience of playing the game."

The complete track listing for the Mirror's Edge Remix ALBUM is as follows:

| ARTIST            | SONG                                    |
|-------------------|---|
| Lisa Miskovsky    | Still Alive -- Mirror's Edge Theme Song |
| Benny Benassi     | Still Alive -- Remix                    |
| Junkie XL         | Still Alive -- Remix                    |
| Paul van Dyk      | Still Alive -- Remix                    |
| Teddybears        | Still Alive -- Remix                    |
| Armand Van Helden | Still Alive -- Remix                    |

"This is a terrific song from a tremendous new artist," said Terry McBride, CEO of EA label partners Nettwerk Music Group. "And every one of these remixers responded not only to the power of the track itself, but also to what this project will mean to the continued convergence of music and gaming. Our entire worldwide marketing team is committed to making this a landmark digital release."

When customers pre-order Mirror's Edge at Best Buy in the U.S., they can pick up a music CD containing the theme song to Mirror's Edge and an exclusive remix by Benny Benassi.

Mirror's Edge is a revolutionary first person action adventure game that delivers players straight into the shoes of Faith, a modern day heroine who traverses the vertigo-inducing cityscape, engaging in intense combat, fast-paced chases and challenging puzzles. Mirror's Edge was recently awarded "Best Xbox 360 Game" at the GC Developers Conference in Leipzig, Germany, "Best Action Game" of Electronic Entertainment Expo (E3) by IGN and the Game Critics Award for "Best Original Game" at E3 in July.

Mirror's Edge is being developed at EA Digital Illusions CE AB (DICE) in Stockholm, Sweden. Available on the PLAYSTATION (R)3 computer entertainment system and the Xbox 360(R) videogame and entertainment system on Nov 11, 2008 across North America and in Europe, the game is rated "T" by the ESRB and "16+" by PEGI. For more information on EA DICE or Mirror's Edge, please visit [www.ea.com](http://www.ea.com), [www.dice.se](http://www.dice.se) or [www.mirrorsedge.com](http://www.mirrorsedge.com).

#### About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS(TM), EA(TM), EA SPORTS Freestyle(TM) and POGO(TM). In fiscal 2008, EA posted GAAP net revenue of \$3.67 billion and had 27 titles that sold more than one million copies. EA's homepage and online game site is [www.ea.com](http://www.ea.com). More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

EA, EA SPORTS, EA SPORTS Freestyle and POGO are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. Mirror's Edge is a trademark or registered trademark of EA Digital Illusions CE AB. PlayStation" and "PLAYSTATION" are registered trademark of Sony Computer Entertainment Inc. Microsoft, Xbox and Xbox 360 are trademarks of the Microsoft group of companies and is used under license. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.

Kelly Ekins, 514-664-8143

Sr. Publicist

[kekins@ea.com](mailto:kekins@ea.com)

Peter Nguyen, 650-628-3607

Sr. PR Manager

[pnguyen@ea.com](mailto:pnguyen@ea.com)

Tammy Schachter, 650-628-7223

Senior Director, PR

[tschachter@ea.com](mailto:tschachter@ea.com)

Copyright Business Wire 2008

News Provided by COMTEX